

CLAIMS

What is claimed is:

1. A method for generating a model profile using an initial list of consumer names identifying marketing prospects, the method comprising:

 using the initial list of consumer names to obtain initial consumer data from a database, the initial consumer data including data corresponding to each of selected ones of the list of consumer names; and

 processing the initial consumer data to generate the model profile.
2. The method of claim 1, further comprising using the model profile to retrieve additional consumer data from the database, the additional consumer data corresponding to a second list of consumer names and corresponding contact information.
3. A list generated from model profile of claim 1, the list including a second list of consumer names and corresponding contact information.
4. The method of claim 1 wherein the initial consumer data is not identified by any of the initial list of consumer names.
5. The method of claim 1, wherein the initial consumer data identifies at least one of demographics, hobbies, interests, spending habits, consumption habits, and attitudinal

data.

6. The method of claim 1, wherein the model profile identifies at least one of demographics, hobbies, interests, spending habits, consumption habits, and attitudinal data.

7. The method of claim 2, wherein the additional consumer data identifies at least one of demographics, hobbies, interests, spending habits, consumption habits, and attitudinal data.

8. A method for generating a list of individuals to whom marketing efforts are to be directed, the method comprising:

identifying a set of individuals who are top marketing prospects;

locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;

analyzing the obtained data to generate a model profile of the list of individuals, the model profile identifying attributes of individuals who are likely to respond positively to the marketing efforts; and

generating the list of individuals from the consumer database using the model profile.

9. The method as recited in claim 8, wherein analyzing the obtained data to generate a model profile comprises:

analyzing the obtained data and data in a source database relating to the set of individuals.

10. The method as recited in claim 8, wherein analyzing the obtained data comprises performing statistical analysis.

11. The method as recited in claim 8, wherein the attributes correspond to individuals who have a high purchase intent rating.

12. The method as recited in claim 8, wherein the attributes correspond to individuals who have a high value rating.

13. The method as recited in claim 8, wherein the attributes correspond to individuals who have high potential as consumers to a particular brand or product.

14. The method as recited in claim 8, wherein identifying a set of individuals comprises:

identifying a set of acceptors of a product for which the marketing efforts are to be directed.

15. The method as recited in claim 8, wherein identifying a set of individuals comprises identifying a set of individuals from a source database, the source database including collected market research data relating to the set of individuals.

16. The method as recited in claim 8, wherein the consumer database is a national consumer database including a plurality of postal mail addresses.

17. The method as recited in claim 8, wherein the consumer database is a database including a plurality of email addresses.

18. The method as recited in claim 8, wherein the list of individuals generated from the consumer database includes a generated set of addresses and wherein identifying the set of individuals comprises:
obtaining a source set of addresses and names.

19. The method as recited in claim 18, wherein locating one or more of the set of individuals in a consumer database comprises:

locating at least a portion of the generated set of addresses and names in the consumer database.

20. The method as recited in claim 19, wherein the data obtained from locating one or more of the set of individuals in the consumer database does not include the source set of addresses and names associated with the set of individuals.

21. The method as recited in claim 8, wherein the data obtained from locating one or

more of the set of individuals in the consumer database does not identify one or more of the set of individuals.

22. The method as recited in claim 8, wherein generating the list of individuals from the consumer database using the model profile comprises:

applying the model profile to the consumer database such that individuals who approximately satisfy the attributes in the model profile are identified; and

creating the list of individuals from the consumer database, the list of individuals including individuals identified by applying the model profile to the consumer database and including a plurality of associated addresses.

23. The method as recited in claim 8, wherein the consumer database is larger than a source database from which the set of individuals is identified.

24. The method as recited in claim 8, wherein the consumer database identifies a greater number of individuals than a source database from which the set of individuals is identified.

25. The method as recited in claim 8, wherein the attributes include at least one of age range, income level, and lifestyle element.

26. A list of individuals generated by the method of claim 8.

27. A method for generating a set of data for use in identifying individuals to whom marketing efforts are to be directed, the method comprising:

identifying a set of individuals from a source database including collected market research data relating to the set of individuals.

locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;
removing identifying information from the obtained data, the identifying information including information that identifies one or more of the set of individuals; and
providing the obtained data to enable the obtained data to be analyzed.

28. A method for generating a list of individuals to whom marketing efforts are to be directed, the method comprising:

receiving data that includes attributes obtained from a consumer database, the attributes being associated with individuals identified in a source database;

analyzing the obtained data to generate a model profile of the list of individuals, the model profile being defined by attributes of individuals who are likely to respond positively to the marketing efforts;

applying the model profile to the consumer database such that individuals who correspond to at least some of the attributes in the model profile are identified; and

generating the list of individuals from the consumer database, the list of individuals identifying the individuals who correspond to at least some of the attributes in the model profile and including contact information for each of the individuals.

29. A list of individuals generated by the method of claim 28.

30. A method for generating a target group of individuals to whom marketing efforts are to be directed for a particular media, the method comprising:

locating one or more of a set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;

analyzing the obtained data to generate a model profile of the list of individuals, the model profile identifying attributes of individuals who are likely to respond positively to the marketing efforts;

generating the list of individuals from the consumer database using the model profile; and

comparing the list of individuals generated from the consumer database using the model profile to individuals identified in a media consumption database to identify a target group of individuals, the target group of individuals being a subset of the individuals identified in the media consumption database.

31. The method as recited in claim 30, further comprising:

identifying the set of individuals from a source database.

32. The method as recited in claim 30, further comprising:

obtaining media consumption data associated with the target group of individuals from the media consumption database; and

creating a media advertising plan from the obtained media consumption data, the

media advertisement plan indicating a preferred placement of one or more advertisements within the media.

33. The method as recited in claim 32, wherein the placement is spatial.

34. The method as recited in claim 32, wherein the placement is temporal.

35. The method as recited in claim 32, further comprising:

identifying a media consumption pattern of the target group of individuals from the obtained media consumption data; and

generating the media advertising plan from the identified media consumption pattern.

36. The method as recited in claim 30, wherein the media consumption database identifies media consumption patterns of the individuals identified in the media consumption database.

37. The method as recited in claim 30, wherein the media is television and the media consumption database includes television consumption data of the individuals identified in the media consumption database.

38. The method as recited in claim 37, wherein the television consumption data identifies at least one of type of program, program, program time, and time range of one

or more television programs viewed by the individuals identified in the media consumption database.

39. The method as recited in claim 37, wherein the media advertising plan identifies at least one of type of program, program and time during which advertising time is to be purchased.

40. The method as recited in claim 30, wherein the media is radio and the media consumption database includes radio consumption data of the individuals identified in the media consumption database.

41. The method as recited in claim 40, wherein the radio consumption data identifies at least one of type of program, program, program time, and time range listened to by the individuals identified in the media consumption database.

42. The method as recited in claim 40, wherein the media advertising plan identifies at least one of type of program, program and time during which advertising time is to be purchased.

43. The method as recited in claim 30, wherein the media is a print media and the media consumption database includes print consumption data of the individuals identified in the media consumption database.

44. The method as recited in claim 43, wherein the print consumption data identifies at least one of type of magazine, magazine name, name of newspaper, and name of publication read by the individuals identified in the media consumption database.

45. The method as recited in claim 43, wherein the media advertising plan identifies at least one of type of magazine, specific magazine, and newspaper in which advertising space is to be purchased.

46. The method as recited in claim 30, wherein the media is the Internet.

47. A method for generating a target group of individuals to whom marketing efforts are to be directed for a particular media, the method comprising:

receiving data that includes attributes obtained from a consumer database, the attributes being associated with individuals identified in a source database;

analyzing the obtained data to generate a model profile of the list of individuals, the model profile being defined by attributes of individuals who are likely to respond positively to the marketing efforts;

applying the model profile to the consumer database such that individuals who approximately satisfy the attributes in the model profile are identified;

generating the list of individuals from the consumer database using the model profile, the list of individuals including a plurality of associated addresses; and

comparing the list of individuals generated from the consumer database using the model profile to individuals identified in a media consumption database to obtain a target

group of individuals, the target group of individuals being a subset of the individuals identified in the media consumption database.

48. The method as recited in claim 47, further comprising:
obtaining media consumption data associated with the target group of individuals from the media consumption database; and
creating a media advertising plan from the obtained media consumption data.

49. The method as recited in claim 48, further comprising:
identifying a media consumption pattern of the target group of individuals from the obtained media consumption data; and
generating the media advertising plan from the identified media consumption pattern.

50. A method for generating a target group of individuals to whom marketing efforts are to be directed for a particular media, the method comprising:
identifying a set of individuals;
locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;
analyzing the obtained data to generate a model profile of the target group of individuals, the model profile identifying attributes of individuals who are likely to

respond positively to the marketing efforts; and

applying the model profile to a media consumption database to generate the target group of individuals, the target group of individuals being a subset of individuals identified in the media consumption database.

51. The method as recited in claim 50, wherein identifying a set of individuals comprises identifying a set of individuals from a source database.

52. The method as recited in claim 50, wherein applying the model profile to the media consumption database to generate the target group of individuals comprises:

searching the media consumption database for individuals who approximately satisfy the attributes identified in the model profile.

53. The method as recited in claim 50, further comprising:

obtaining media consumption data associated with the target group of individuals from the media consumption database; and

creating a media advertising plan from the obtained media consumption data.

54. The method as recited in claim 53, further comprising:

identifying a media consumption pattern of the target group of individuals from the obtained media consumption data; and

generating the media advertising plan from the identified media consumption pattern.

55. A method for generating a target group of individuals to whom marketing efforts are to be directed for a particular media, the method comprising

receiving data that includes attributes obtained from a consumer database, the attributes being associated with individuals identified in a source database;

analyzing the obtained data to generate a model profile of the target group of individuals, the model profile being defined by attributes of individuals who are likely to respond positively to the marketing efforts; and

applying the model profile to a media consumption database such that the target group of individuals is identified, the target group of individuals approximately satisfying the attributes in the model profile.

56. The method as recited in claim 55, wherein the attributes include at least one of age range, income level, and lifestyle element.

57. The method as recited in claim 55, further comprising:

obtaining media consumption data associated with the target group of individuals from the media consumption database; and

creating a media advertising plan from the obtained media consumption data.

58. The method as recited in claim 57, further comprising:

identifying a media consumption pattern of the target group of individuals from

the obtained media consumption data; and

generating the media advertising plan from the identified media consumption pattern.

59. A computer-readable medium storing thereon instructions for generating a list of individuals to whom marketing efforts are to be directed, the computer-readable medium comprising:

instructions for identifying a set of individuals who are top marketing prospects;

instructions for locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;

instructions for analyzing the obtained data to generate a model profile of the list of individuals, the model profile identifying attributes of individuals who are likely to respond positively to the marketing efforts; and

instructions for generating the list of individuals from the consumer database using the model profile.

60. An apparatus for generating a list of individuals to whom marketing efforts are to be directed, comprising:

a processor; and

a memory, at least one of the processor and the memory being adapted for performing the following steps:

identifying a set of individuals who are top marketing prospects;

locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;

analyzing the obtained data to generate a model profile of the list of individuals, the model profile identifying attributes of individuals who are likely to respond positively to the marketing efforts; and

generating the list of individuals from the consumer database using the model profile.

61. An apparatus for generating a list of individuals to whom marketing efforts are to be directed, comprising:

means for identifying a set of individuals who are top marketing prospects;

means for locating one or more of the set of individuals in a consumer database to obtain data from the consumer database relating to the set of individuals;

means for analyzing the obtained data to generate a model profile of the list of individuals, the model profile identifying attributes of individuals who are likely to respond positively to the marketing efforts; and

means for generating the list of individuals from the consumer database using the model profile.